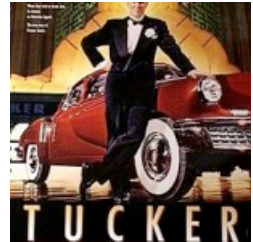


Name: _____

Tucker: The Man and His Dream, The classic tale of an entrepreneur
 Oscar Nominations: Best Supporting Actor (Landau) Best Art Direction/Set Decoration, Best Supporting Actor (Stockwell), Best Costume Design.

So you want to be an entrepreneur? Get ready for long hours, cash-flow problems, supply shortages, the loss of your friends and, possibly, your family. Prepare to have your idea copied, your business practices imitated and your nights robbed of sleep. Key employees will desert you at key moments. Stealthy competitors and their lawyers will fight you every step of the way for market share, patent rights, money and control. Entrenched interests will battle to keep you from getting started. Prepare to lose faith in yourself and your idea. If you're lucky, the faith of a key family member or investor will pull you out of despair and send your enemies flying. If they can't crush you, they'll try to buy you out. You may even let them. People will call you impractical, crazy, a dreamer. - From Reel Business Lessons for Real Business Performance



1.) Describe Preston Tucker the man?

2.) Fill in the following chart from your notes and as the movie progresses

Market Structure	# of firms	Similar, identical or unique products	Ability to control price	Ease of entry/barriers	Existence of non-price competition
Oligopoly					

3) Identify three barriers of entry/obstacles Tucker encounters as he tries to start up his car company (remember...it is difficult to enter into an oligopoly).

4.) According to Tucker what is Wall Street for?

5.) How many people were interested in the Tucker Torpedo?

6.) What did the bank need in order to give Tucker a loan?

7.) Define product differentiation:

a) Identify FIVE features of Tucker's car that made it different than other cars.

- 1.
- 2.
- 3.
- 4.
- 5.

8.) How much money is Abe Karatz willing to give to Tucker? _____ What is Abe's role in the development of Tucker and why does it fill Tucker's most pressing need?

9.) What does Tucker tell the Board of Directors about his problem with the big three?

Are the "Big Three" an oligopoly?_____ Why?

10.) How do the American people reacting to the Tucker Automobile?

11.) What does the board of managers need Tucker to do for them?

Where do they send him?

12.) What is the company's slogan?

13.) Why was Abe incarcerated?

14.) What is Tucker charged with?

15.) What could his jail sentence be if found guilty?

16.) Analyze Tuckers closing remarks: Do you agree with him? Why or why not?

17.) The Tucker Corp. sold about \$20,000,000 in stock to the public and produced only about 50 automobiles. The investors lost every penny they put into Tucker's company. Do you think that challenging the major car manufacturers required courage or was Tucker simply playing with other people's money? Explain:

18.) Business Ethics are defined as a form of ethics that examines ethical principles and moral or ethical problems that arise in a business environment. Name some ethical issues that you saw in the movie.

19.) In 2012, at a car auction in the United States, a 1948 Tucker Torpedo received a bid for \$2.65 million. Only 51 Tucker cars were produced with only 47 surviving. Draw a supply and demand curve depicting an increased demand (tastes/preferences) for the Tucker car (hold supply constant).

For more information about this auction, go to <http://www.foxnews.com/leisure/2012/01/22/265-million-tucker-leads-parade-six-figure-cars-at-barrett-jackson-auction/>